

In the Claims:

Please amend the claims as follows:

1. (Currently Amended) A method of providing cameras to consumers in exchange for a commitment, the method comprising the steps of:
- receiving a request by creating a contract between camera provider and
- a consumer for a camera for said commitment, wherein said creating
- of the contract comprises the steps of:
- offering by said camera provider said camera for a commitment
- by the consumer to purchase at least a first amount of image
- reproductions within a selected amount of time,
- committing by said consumer of the purchase of at least the first
- amount of image reproductions within the selected amount of
- time, and
- providing the consumer with the camera, in response to the
- consumer entering into the commitment;
- transferring images acquired by said camera to an image processor;
- determining if the consumer has at least a first financial instrument;
- receiving a commitment by the consumer to purchase at least a first
- amount of image reproductions within a selected amount of time;

18 ~~providing the consumer with the camera, where the camera is a digital~~
 19 ~~camera, at least partly in response to the consumer entering into the~~
 20 ~~commitment, and determining that that consumer has the at least first~~
 21 ~~financial instrument;~~

22 ~~encrypting securing at least a first image taken with acquired from the~~
 23 ~~camera, wherein the encryption is intended to prevent the consumer~~
 24 ~~from having prints of obtaining the first image made from a source~~
 25 ~~not associated with the camera provider;~~

26 ~~receiving and decrypting the encrypted first image; and~~

27 ~~printing the decrypted secured first image.~~

1 2. (Original) The method as defined in Claim 1, further comprising allowing images
 2 taken with the camera to be displayed on a camera display.

1 3. (Original) The method as defined in Claim 1, further comprising allowing low
 2 resolution versions of images taken with the camera to be transferred from the
 3 camera.

1 4. (Original) The method as defined in Claim 1, further comprising: receiving an
 2 order for an image print from someone other than the consumer; and crediting
 3 the consumer's commitment fulfillment based on the order.

1 5. (Original)The method as defined in Claim 1, further comprising: receiving an
2 order for an image reproduction from someone other than the consumer; and
3 providing the consumer a benefit based on the order.

1 6. (Currently Amended) The method as defined in Claim 1, wherein the ~~encrypted~~
2 secured first image is received from a terminal to which the first image has been
3 transferred from the camera.

1 7. (Currently Amended) The method as defined in Claim 1, wherein images taken
2 by the camera are ~~encrypted~~ secured by the camera until the consumer has
3 fulfilled the commitment and an unlocking code has been received by the
4 camera.

1 8. (Currently Amended) The method as defined in Claim 1, further comprising
2 receiving in association with the first ~~encrypted~~ secured image at least one of
3 ISO equivalency information, aperture setting information, and shutter speed
4 information.

1 9. (Original) The method as defined in Claim 1, wherein the camera is provided at
2 least partly in response to an amount paid by the consumer for the camera,
3 wherein the amount is related to the number of reproductions the consumer
4 committed to purchase.

1 10. (Currently Amended) A method of providing a camera to a user, the method
2 comprising the steps of:

3 offering by a camera provider said camera for a commitment to purchase
 4 at least a first amount of image reproductions within a selected amount
 5 of time;

6 receiving a commitment by the user to purchase at least a first amount of
 7 image reproductions; and

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8 providing the user with the camera at least partly in response to the user
 entering into the commitment.

1 11. (Currently Amended) The method as defined in Claim 10, further comprising
 2 storing camera usage information in a user information database, whereby said
 3 camera usage information includes:

4 average number of pictures captured before upload of pictures,

5 average number of pictures captured vs. number of pictures printed,

6 time of day or year when camera is most likely to be used and frequency
 7 of flash usage,

8 amount of time spent viewing each image on the LCD viewfinder,

9 amount of time spent editing each image on-camera,

10 number of images captured over a given time period,

- 11 typical or average preferences for print numbers, sizes, and other
 12 products ordered.
 13 track which advertisements/promotions the user investigated or generated
 14 a "click-through" experience.
 15 track how many different locations to which the user had prints shipped.
 16 track the user classification of a photo gallery.

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12. (Original) The method as defined in Claim 11, further comprising selecting
 advertising to be presented to the user based at least in part on the camera
 usage information.
- 1 13. (Original) The method as defined in Claim 11, further comprising modifying
 2 camera performance based at least in part on the camera usage information.
- 1 14. (Original) The method as defined in Claim 10, further comprising predicting
 2 camera battery life based at least in part on the number of pictures taken with the
 3 camera during a predetermined time period.
- 1 15. (Original) The method as defined in Claim 10, further comprising predicting when
 2 camera memory will be full based at least in part on the number of pictures taken
 3 with the camera during a predetermined time period.

16. (Original) The method as defined in Claim 10, further comprising modifying camera energy management based at least in part on the number of pictures taken with the camera during a predetermined time period.

17. (Original) The method as defined in Claim 11, wherein at least a portion of the camera usage information is stored in camera memory.

18. (Original) The method as defined in Claim 11, wherein at least a portion of the camera usage information is stored on a server associated with a Web site.

19. (Previously Amended) The method as defined in Claim 10, further comprising encrypting by the camera of at least a first image captured by said camera to prevent the user from having prints of at least the first image from a source not associated with a provider of said camera.

20. (Original) The method as defined in Claim 10, wherein the type of camera provided is based at least in part on the extent of the commitment.

21. (Original) The method as defined in Claim 10, wherein the first amount is a dollar amount.

22. (Original) The method as defined in Claim 10, wherein the first amount is a quantity of image reproductions.

23. (Original) The method as defined in Claim 10, further comprising: receiving user profile information, and storing at least a portion of the user profile information in the camera.

1 24. (Original) The method as defined in Claim 10, wherein the commitment is to be
2 fulfilled within a predetermined amount of time.

1 25. (Original) The method as defined in Claim 24, further comprising fixing the price
2 to the user of at least a first type of image reproduction for at least the
3 predetermined amount of time.

1 26. (Original) The method as defined in Claim 10, further comprising receiving an
2 order for hard copy image reproductions, where the user places the order using a
3 camera user interface.

1 27. (Original) The method as defined in Claim 10, further comprising receiving an
2 order for hard copy image reproductions over a network.

1 28. (Original) The method as defined in Claim 10, further comprising receiving over a
2 network images taken with the camera and receiving camera setting information
3 associated with the images.

1 29. (Original) The method as defined in Claim 10, further comprising downloading an
2 advertisement into the camera and displaying the advertisement on a camera
3 display.

1 30. (Original) The method as defined in Claim 10, further comprising receiving a
2 designation from the user as to which print house is to print images ordered by
3 the user.

1 31. (Original) The method as defined in Claim 10, wherein the camera is provided by
2 a print house.

3 32. (Original) The method as defined in Claim 10, wherein the camera is provided by
4 a camera manufacturer to an intermediary at a discount, who then provides the
5 camera to the user, and the intermediary causes the camera manufacturer to be
6 paid an amount based at least in part on user orders for image reproductions.

1 33. (Original) The method as defined in Claim 10, wherein the camera is provided
2 with no initial cost or charge to the user.

1 34. (Original) The method as defined in Claim 10, wherein the camera is provided at
2 a reduced cost to the user in exchange for the commitment.

1 35. (Currently Amended) A method of providing a camera, comprising: ~~renting a~~
2 ~~camera to a user in exchange for a first fee; receiving at a computer at least one~~
3 ~~image taken with the camera; receiving an order for a reproduction of the at least~~
4 ~~one image; and applying at least a portion of the first fee towards the cost of the~~
5 ~~order~~

6 offering for rent a camera to a user in exchange for a first fee;

7 offering to reduce said first fee for said camera for a commitment to

8 purchase at least a first amount of reproductions of images from said

9 camera;

10 committing by said consumer of the purchase of at least the first amount
 11 of image reproductions within the selected amount of time;
 12 receiving at a computer at least one image taken with the camera;
 13 receiving an order for a reproduction of the at least one image; and
 14 applying at least a portion of the first fee towards the cost of the order.

1 36. (Original) The method as defined in Claim 35, wherein the camera is rented at an
 2 automated kiosk.

1 37. (Original) The method as defined in Claim 35, wherein the user is charged an
 2 additional fee if the camera is not returned within a predetermined amount of
 3 time.

1 38. (Original) The method as defined in Claim 35, wherein the computer is located
 2 remotely from where the camera was rented.

1 39. (Original) The method as defined in Claim 35, wherein an additional fee is
 2 charged for orders costing more than the first fee.

1 40. (Currently Amended) A method of providing a camera, comprising:

2 offering by a camera distributor said camera for a commitment by the
 3 consumer to purchase at least a first amount of image reproductions
 4 within a selected amount of time.

5 committing by said consumer of the purchase of at least the first amount
 6 of image reproductions within the selected amount of time, and
 7 receiving by said camera distributor a said camera from a camera
 8 manufacturer at a first price, wherein the camera is received by a
 9 distributor;
 10 providing the camera to a consumer at a second price;
 11 receiving payment from the consumer for image reproductions of images
 12 captured with the camera; and
 13 paying the camera manufacturer at least a first amount based at least it
 14 part on the payment received from the consumer.

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 1 41. (Original) The method as defined in Claim 40, where the camera manufacturer
 2 provides the camera at a discount in return for a commitment on the part of the
 3 distributor that the camera manufacturer will be paid said at least first amount.

42. (Currently Amended) A method of providing a camera to a user, the method
 comprising:

3 offering to lease said camera for a predetermined period wherein said
 4 lease includes providing the user with a first number of prints at no
 5 additional cost as part of the lease;

6 receiving a commitment by the user to lease the camera for a the
 7 predetermined period;
 8 providing the user with a the first number of prints at no additional cost as
 9 part of the lease; and
 10 committing to provide additional prints beyond the first number of prints for
 11 no more than a predetermined fee.

1 43. (Original) The method of providing a camera to a user as defined in Claim 42,
 2 further comprising providing the camera to the user.

1 44. (Original) The method of providing a camera to a user as defined in Claim 42,
 2 further comprising selling the camera to the user after a first period.

1 45. (New) The method as defined in Claim 1 wherein the step of securing said first
 2 image comprises the step of encrypting said first image within said camera.

1 46. (New) The method as defined in Claim 1 further comprising the steps of:
 2 transferring personal information from said consumer to said camera
 3 provider; and
 4 retaining said personal information within a consumer database.

1 47. (New) The method as defined in Claim 46 wherein said personal information
 2 comprises

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consumer name;

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consumer identification code;

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mailing address;

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billing address;

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e-mail address;

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other contact information such as phone numbers and fax numbers;

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billing information, including credit card information;

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preferred print image provider;

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reprint / enlargement size preference;

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reprint / enlargement size preference;

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finish preference;

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camera brand, type, and specifications;

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internet service type and connection speed;

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contract data: picture development and reproduction counters,

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number of prints remaining to meet contract commitment;

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security settings, unlocking keys, activation code; and

19 usage pattern information.

1 48. (New) The method as defined in Claim 46 further comprising the step of
2 providing advertising to said consumer based on said personal information.

1 49. (New) The method as defined in Claim 46 further comprising the step of
2 providing coupons to said consumer based on said personal information.

1 50. (New) The method as defined in Claim 1 wherein the camera provider discounts
2 the price of said camera for committing by said consumer of the purchase of at
3 least the first amount of image reproductions.

1 51. (New) The method as defined in Claim 1 wherein the camera provider leases
2 said camera for committing by said consumer of the purchase of at least the first
3 amount of image reproductions.

1 52. (New) The method as defined in Claim 1 wherein the camera provider said
2 camera at not cost for committing by said consumer of the purchase of at least
3 the first amount of image reproductions.

1 53. (New) The method as defined in Claim 1 wherein the camera provider and the
2 image processor are associated with the camera manufacturer.

1 54. (New) The method as defined in Claim 1 further comprising the step of:
2 reviewing by the consumer of said images acquired by said camera; and
3 selecting desired images acquired by said camera for reproduction.

1 55. (New) The method as defined in Claim 54 wherein said images acquired by said
 2 camera are retained in an image database of said image processor.

1 56. (New) The method as defined in Claim 23 wherein said user information
 2 comprises:

3 user name;

4 user identification code;

5 mailing address;

6 billing address;

7 e-mail address;

8 other contact information such as phone numbers and fax numbers;

9 billing information, including credit card information;

10 preferred print image provider;

11 reprint / enlargement size preference;

12 reprint / enlargement size preference;

13 finish preference;

14 camera brand, type, and specifications;

15 internet service type and connection speed;

16 contract data: picture development and reproduction counters,

17 number of prints remaining to meet contract commitment;

18 security settings, unlocking keys, activation code; and

19 usage pattern information.

1 57. (New) A camera distribution system for providing cameras to consumers in
2 exchange for a commitment comprising:

3 a camera provider offering said camera for a commitment by the

4 consumer to purchase at least a first amount of image reproductions;

5 a contractual interface between said camera provider and said consumer

6 wherein said consumer commits to purchase of at least the first

7 amount of image reproductions within the selected amount of time and

8 the camera provides the consumer with the camera, in response to the

9 consumer entering into the commitment;

10 an image processor in communication with said consumer to receive

11 images acquired by said camera to an image processor;

12 a image securing device associated with said camera to prevent

13 reproduction of at least a first image acquired from the camera by a

14 source not associated with the camera provider; and

15 an image printing device associated with said image processor for
 16 reproduction the secured first image.

1 58. (New) The camera distribution system as defined in Claim 57, wherein images
 2 taken with the camera are permitted to be displayed on a camera display.

1 59. (New) The camera distribution system as defined in Claim 57, wherein low
 2 resolution versions of images taken with the camera are permitted to be
 3 transferred from the camera.

1 60. (New) The camera distribution system as defined in Claim 57, wherein the image
 2 processor receives an order for an image print from someone other than the
 3 consumer; and said image processor credits the consumer's commitment
 4 fulfillment based on the order.

1 61. (New) The camera distribution system as defined in Claim 57, wherein the image
 2 processor receives an order for an image reproduction from someone other than
 3 the consumer; and said image processor provides the consumer a benefit based
 4 on the order.

1 62. (New) The camera distribution system as defined in Claim 57, wherein the
 2 secured first image is received from a terminal to which the first image has been
 3 transferred from the camera.

1 63. (New) The camera distribution system as defined in Claim 57, wherein images
2 taken by the camera are secured by the camera until the consumer has fulfilled
3 the commitment and an unlocking code has been received by the camera.

1 64. (New) The camera distribution system as defined in Claim 57, wherein the image
2 processor receives in association with the first secured image at least one of ISO
3 equivalency information, aperture setting information, and shutter speed
4 information.

1 65. (New) The camera distribution system as defined in Claim 57, wherein camera
2 provides said camera at least partly in response to an amount paid by the
3 consumer for the camera, wherein the amount is related to the number of
4 reproductions the consumer committed to purchase.

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1 66. (New) The camera distribution system as defined in Claim 57 wherein the image
2 securing devise encrypts said first image within said camera.

1 67. (New) The camera distribution system as defined in Claim 57 further comprising:
2 a consumer database in communication with the camera provider
3 retaining personal information transferred from said consumer to said
4 camera provider.

1 68. (New) The camera distribution system as defined in Claim 67 wherein said
2 personal information comprises:
3 consumer name;

4 consumer identification code;

5 mailing address;

6 billing address;

7 e-mail address;

8 other contact information such as phone numbers and fax numbers;

9 billing information, including credit card information;

10 preferred print image provider;

11 reprint / enlargement size preference;

12 reprint / enlargement size preference;

13 finish preference;

14 camera brand, type, and specifications;

15 internet service type and connection speed;

16 contract data, picture development and reproduction counters,

17 number of prints remaining to meet contract commitment;

18 security settings, unlocking keys, activation code; and

19 usage pattern information.

1 69. (New) The camera distribution system as defined in Claim 67 further comprising
2 an advertising provider in communication with the consumer database and said
3 consumer to convey advertising information to said consumer based on said
4 personal information through said image reproductions in return for credit toward
5 said commitment for image reproductions.

1 70. (New) The camera distribution system as defined in Claim 69 wherein the
2 advertising provider imparts coupons to said consumer based on said personal
3 information.

1 71. (New) The camera distribution system as defined in Claim 57 wherein the
2 camera provider discounts the price of said camera for committing by said
3 consumer of the purchase of at least the first amount of image reproductions.

1 72. (New) The camera distribution system as defined in Claim 57 wherein the
2 camera provider leases said camera for committing by said consumer of the
3 purchase of at least the first amount of image reproductions.

1 73. (New) The camera distribution system as defined in Claim 57 wherein the
2 camera provider offers said camera at not cost for committing by said consumer
3 of the purchase of at least the first amount of image reproductions.

1 74. (New) The camera distribution system as defined in Claim 57 wherein the
2 camera provider and the image processor are associated with the camera
3 manufacturer.

1 75. (New) The camera distribution system as defined in Claim 57 wherein the
 2 consumer reviews said images acquired by said camera and selects desired
 3 images acquired by said camera for transfer to said image processor for
 4 reproduction.

1 76. (New) The camera distribution system as defined in Claim 75 further comprising
 2 an image database associated with said image processor to receive and retain
 3 said images acquired by said camera and transferred to said image processor.

1 77. (New) A medium for retaining a computer code which, when executed on a
 2 computing system performs a program process providing cameras to consumers
 3 in exchange for a commitment, said program process comprising the steps of:
 4 creating a contract between camera provider and a consumer for a
 5 camera for said commitment, wherein said creating of the contract
 6 comprises the steps of:
 7 offering by said camera provider said camera for a commitment by the
 8 consumer to purchase at least a first amount of image
 9 reproductions within a selected amount of time,
 10 committing by said consumer of the purchase of at least the first
 11 amount of image reproductions within the selected amount of time,
 12 and

13 providing the consumer with the camera, in response to the consumer
14 entering into the commitment;
15 transferring images acquired by said camera to an image processor;
16 securing at least a first image acquired from the camera to prevent the
17 consumer from obtaining the first image made from a source not
18 associated with the camera provider; and
19 printing the secured first image.

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1 78. (New) The medium as defined in Claim 77, wherein said program process further
2 comprises allowing images taken with the camera to be displayed on a camera
3 display.

1 79. (New) The medium as defined in Claim 77, wherein said program process further
2 comprises allowing low resolution versions of images taken with the camera to
3 be transferred from the camera.

1 80. (New) The medium as defined in Claim 77, wherein said program process further
2 comprises:
3 receiving an order for an image print from someone other than the
4 consumer; and
5 crediting the consumer's commitment fulfillment based on the order.

1 81. (New) The medium as defined in Claim 77, wherein said program process further
 2 comprises:

3 receiving an order for an image reproduction from someone other than the
 4 consumer; and

5 providing the consumer a benefit based on the order.

1 82. (New) The medium as defined in Claim 77, wherein the secured first image is
 2 received from a terminal to which the first image has been transferred from the
 3 camera.

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 1 83. (New) The medium as defined in Claim 77, wherein images taken by the camera
 2 are secured by the camera until the consumer has fulfilled the commitment and
 3 an unlocking code has been received by the camera.

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 1 84. (New) The medium as defined in Claim 77, wherein said program process further
 2 comprises receiving in association with the first secured image at least one of
 3 ISO equivalency information, aperture setting information, and shutter speed
 4 information.

1 85. (New) The medium as defined in Claim 77, wherein the camera is provided at
 2 least partly in response to an amount paid by the consumer for the camera,
 3 wherein the amount is related to the number of reproductions the consumer
 4 committed to purchase.

1 86. (New) The medium as defined in Claim 77 wherein the step of securing said first
 2 image comprises the step of encrypting said first image within said camera.

1 87. (New) The medium as defined in Claim 77 wherein said program process further
 2 comprises the steps of:

3 transferring personal information from said consumer to said camera
 4 provider; and

5 retaining said personal information within a consumer database.

1 88. (New) The medium as defined in Claim 87 wherein said personal information is
 2 selected from the set of personal information consisting of:

3 consumer name;

4 consumer identification code;

5 mailing address;

6 billing address;

7 e-mail address;

8 other contact information such as phone numbers and fax numbers;

9 billing information, including credit card information;

10 preferred print image provider;

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11 reprint / enlargement size preference;
 12 reprint / enlargement size preference;
 13 finish preference;
 14 camera brand, type, and specifications;
 15 internet service type and connection speed;
 16 contract data: picture development and reproduction counters, number
 17 of prints remaining to meet contract commitment;
 18 security settings, unlocking keys, activation code; and
 19 usage pattern information.

1 89. (New) The medium as defined in Claim 87 wherein said program process further
 2 comprises the step of providing advertising to said consumer based on said
 3 personal information.

1 90. (New) The medium as defined in Claim 87 wherein said program process further
 2 comprises the step of providing coupons to said consumer based on said
 3 personal information.

1 91. (New) The medium as defined in Claim 77 wherein the camera provider
 2 discounts the price of said camera for committing by said consumer of the
 3 purchase of at least the first amount of image reproductions.

1 92. (New) The medium as defined in Claim 77 wherein the camera provider leases
 2 said camera for committing by said consumer of the purchase of at least the first
 3 amount of image reproductions.

1 93. (New) The medium as defined in Claim 77 wherein the camera provider said
 2 camera at not cost for committing by said consumer of the purchase of at least
 3 the first amount of image reproductions.

1 94. (New) The medium as defined in Claim 77 wherein the camera provider and the
 2 image processor are associated with the camera manufacturer.

B1 1 95. (New) The medium as defined in Claim 77 wherein said program process further
 2 comprises the step of:

3 reviewing by the consumer of said images acquired by said camera; and

4 selecting desired images acquired by said camera for reproduction.

1 96. (New) The medium as defined in Claim 95 wherein said images acquired by said
 2 camera are retained in an image database of said image processor.